

**THE EFFECT OF COUNTRY OF ORIGIN, BRAND
DISTINCTIVENESS, BRAND LOYALTY, AND BRAND
AWARENESS TOWARD BRAND EQUITY ON SMARTPHONE
IN SURAKARTA**



**Submitted as a Partial Fulfillment of the Requirement for obtaining
Bachelor Degree of Management in Economic and Business Faculty
by:**

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APPROVAL

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Research Paper

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THE EFFECT OF COUNTRY OF ORIGIN, BRAND DISTINCTIVENESS, BRAND LOYALTY, AND BRAND AWARENESS TOWARD BRAND EQUITY ON SMARTPHONE IN SURAKARTA

Abstrak

Saat ini era globalisasi sedang terjadi di antara kita manusia, era globalisasi adalah era yang ada ikatan antara geografis antara negara dan bangsa untuk berkomunikasi dan berinteraksi untuk individu atau organisasi. Baru-baru ini diketahui bahwa di bidang teknologi, komunikasi, dan transportasi mengalami peningkatan dan peningkatan dalam kondisi yang cepat. Masalah itu menjadi nyata jika kita kaitkan dengan keberadaan smartphone, dengan keberadaan smartphone yang kita manusia dapat melakukan apa saja dengan lebih mudah karena sektor teknologi dalam smartphone yang menjadi lebih canggih memberi kita cara yang jauh lebih mudah untuk berkomunikasi dengan orang-orang di seluruh dunia, dengan perangkat komunikasi elektronik yang kita kenal sebagai smartphone saat ini. Komunikasi virtual dengan komunikasi dua arah yang membuat orang mudah berkomunikasi dengan orang lain dalam sekejap mata menggunakan aplikasi seperti WhatsApps, Line, Facebook dan aplikasi lain yang menggunakan aplikasi berbasis internet.

Kata Kunci: Country of Origin, Brand distinctiveness, Brand Loyalty, Brand Awareness, Brand Equity.

Abstract

Nowadays globalization era is happening between us human, globalization era is era that there is bond between geographic between country and nation to communicate and interact for individual or organization. Recently has known that in technology, communication, and transportation sector was improving and increasing in rapid condition. That problem become real if we associate with the existence of smartphone, with the existence of smartphone we human can do anything easier because of the technology sector in smartphone that become more sophisticated give us a way much more easy to communicate with people around the world, with electronic communication devices that we knowns as smartphone nowadays. Virtual communication with two ways communication that make person easy to communicate with the another person in blink of eyes using the application just like WhatsApps, Line, Facebook and another application that using internet based application.

Keywords: Country of Origin, Brand distinctiveness, Brand Loyalty, Brand Awareness, Brand Equity.

1. INTRODUCTION

The definition of brand equity according to Kotler and Keller is the added value given to products and services. Brand equity can be reflected in the way consumers think, feel and act in relation to the brand, and also the price, market share and profitability that the brand gives to the company.

There was numerous debate in definition of country of origin, but according to author understanding country of origin is a brand nationality that affect purchase intention. Consumer will identify the goods carefully which country are the brand come before they buy. Country of origin will affect intention and image in consumer mind, consumer prefer to have experience while using goods that produce in certain country.

Distinctiveness, which is how often do people act this way in different situations? High distinctiveness means that someone acts in the same way with other situations. Low distinctiveness occurs when someone does not apply the same way to different situation. (Zachary dan Kuzuhara, 2005:25)

Brand loyalty term starts to become popular since 1950, there are numerous debate for the definition of brand image itself in research, Accordings to Mellens, DeKimpe, and Steenkap (1996), brand loyalty is what consumer believe about some brand. According to Ferrinadewi (2008) brand loyalty is biased behavioral response expressed over a period of time. Positive perception by consumer toward the brand while customer loyalty has been associated with the spending power of consumer included by various loyalty program (Sintok, Kedah, 2009).

According to Aaker quoted in the book *The Power of Brand* by Freddy Rangkuti (2009: 39), brand awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category.

2. METHOD

This research uses quantitative design method, quantitative method is a method to test a theory which use relation from each variable, according to Sekaran (2007), Study that include in hypothesis test usually explain about characteristic of certain relation, or explain differences each community or individuals, two or more factor in one situation. This research test effect of country of origin, brand distinctiveness, brand loyalty, brand awareness, toward Brand equity of smartphone user that lives in Surakarta.

research use survey to collect data, collect facts and customer opinion in decision making before they buy smartphone or user experience when they already used the smartphone which originally own by certain country using questionnaire. According to Pride and Ferrel (2007), self- administered survey is method that their data collection use questionnaire from respondent. This kind of research search relation or effect, which is relation or effect variable (X) towards Variable (Y).

3. FINDING AND DISCUSSIONS

Variab le	β	Std error	T arithmetic	Sig n
Consta nt	3.922	1.470	2.668	0.0 09
Countr y of Origin	0.282	0.104	3.163	0.0 02
Brand distinctivene ss	0.362	0.116	3.989	0.0 00
Brand Loyalty	0.132	0.122	1.184	0.2 39
Brand Awareness	0.128	0.166	1.131	0.2 61
R		0.775	F Arithmetic	
R Squares		0.601	59.221	
Adjusted R ²		0.584	F Probability	
			0.000	

The result of data processing for multiple linear regression using IBM SPSS for MAC can be seen in table 4.16. based on the table of multiple linear regression equation can be composed as follow:

Brand equity = 3.922 + 0.282 country of origin + 0.362 brand distinctiveness+ 0.132 brand loyalty + 0.128 brand awareness + e

Based on these equations, it can be explained as follows:

A constant value of 3.922 can be interpreted as an assessment of the variables of origin, brand distinctiveness, brand loyalty, and brand awareness that are considered zero, then brand equity is 3.922

Beta coefficient value in the Country of Origin variable is, This means that each change in the country of origin (X1) variable by one affect brand equity by 0.282, with other assumptions fixed. An increase in one unit in the country of origin variable will increase brand equity, and vice versa.

The beta coefficient value of the brand image variable is 0.362, meaning that every change in the brand distinctiveness variable (X2) is equal to one unit will change according to brand equity of 0.362, with other assumptions fixed. One unit increase in brand distinctiveness variables will increase brand equity by 0.362 units, whereas a decrease in one unit brand distinctiveness variable will reduce brand equity by 0.362 units.

The beta coefficient value of the brand loyalty variable is 0.132, meaning that every change in the brand loyalty variable (X3) is equal to one unit, there will be a change in brand equity by 0.132, with the other assumptions fixed. A one unit increase in the brand loyalty will increase brand equity by 0.132 units, whereas a decrease in one unit of the brand loyalty variable will reduce brand equity by 0.132 units.

The beta coefficient value of the brand awareness variable is 0.128, meaning that every change in the brand awareness variable (X3) is equal to one unit, there will be a change in brand equity by 0.128, with the other assumptions fixed. A one-unit increase in the brand awareness will increase brand equity by 0.128 units, and vice versa.

4. CONCLUSION

Based on the results of the partial test (t test) the significance level is obtained which is significant, country of origin has a positive and significant effect on brand equity. The higher the country of origin, the higher the brand equity and

vice versa. So it can be concluded that, the country of origin has significant effect on brand equity.

Based on the results of the partial test (t test) the significance level is obtained which is significant, brand distinctiveness has a positive and significant effect on brand equity. The higher the brand distinctiveness, the higher the brand equity and vice versa. So it can be concluded that, the brand distinctiveness has significant effect on brand equity.

Based on the results of the partial test (t test) the value of the significance level, It can be concluded that the brand loyalty does not significantly effects brand equity.

Based on the results of the partial test (t test) the value of the significance level. It can be concluded that, the brand awareness doesn't not significantly effect on brand equity.

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